

Del Mar Schools Education Foundation
January 12, 2010
Meeting Minutes

Date:	January 12, 2010
Time:	7:00 pm
Location:	Sycamore Ridge
Attendees:	Chris Stevensen Jonathan Flam Allison Healy-Poe Eileen Hoppen Rebecca Twomey Erin Morgan Lisa Becker Granet Kimberly Twomey Branden Belford Vince Carmosino Ken Shimizu Doug Perkins DMUSD Board Julie Bronstein Parent
Absent:	Mike Eddy, Leigh Hsu, Debbie Negulescu, Polly Murphy

Agenda Topics:

1.	Announcements, Introductions and Review Agenda:
2.	<p>Review Action items and issues:</p> <p>Call to order at 7:05pm.</p> <p>Eileen Hoppen moved to approve the meeting minutes from December 8, 2009. Jonathan Flam seconded the motion and it carried with all in favor.</p> <p>In our last meeting, we discussed getting more press and information to the community regarding DMSEF fundraising efforts. This has happened in the local papers and via e-blasts. Several articles have been in the paper and several more are soon to follow—including pictures and articles about DMSEF Challenge Week.</p> <p>We are continuing to focus on our February 15th deadline...all of our Challenge Week efforts are geared to meeting this deadline. This does appear to be an ongoing annual effort—raising funds to support these programs in their current state.</p> <p>We have about 100K outstanding in phone-a-thon pledges. Chris Stevenson made a</p>

	<p>suggestion that next year we focus on bringing in the donation via a credit card number rather than the pledge. This might help us avoid a long process of converting the pledge to an actual donation. We may need to get our volunteers earlier and have them sign non-disclosure agreement in advance. These are things to consider for next year.</p>
<p>3.</p>	<p>Old Business: None</p>
<p>4.</p>	<p>New Business/Open Discussion:</p> <p>Challenge Week is turning into a great series of events. Currently four of the eight schools will be donating their jog-a-thon proceeds to the Foundation. After February 15th, Del Mar Heights and Ashley Falls will be donating their jog-a-thon funds to the DMSEF. Ashley Falls PTA is considering a \$30K to the DMSEF as well. Grade level parties, school challenges, jog-a-thons and tile wall efforts are underway. Chris thanked Branden for coming up with the concept of DMSEF Challenge Week.</p> <p>There will be a follow-up Principal’s Meeting on January 22nd at 9am at Ashley Falls. Everyone is welcome to come and participate.</p> <p>There was some discussion about reversing the order of events...Challenge Week in the Fall and the phone-a-thon as a follow up effort in the Spring.</p> <p>Chris requested that all phone-a-thon follow-up communications be sent the Monday following Challenge Week. A scripted e-mail will be provided for this purpose.</p> <p>Julie Bronstein suggested follow up phone calls as another method for collecting pledged donations.</p> <p>President’s Report:</p> <p>Chris Stevenson would like to take a look at the bylaws with respect to the Nominating Committee to prepare for upcoming elections and Board Member nominations. Chris requested that each subcommittee create a brief strawman including the top three challenges/plans for next year. Please get that to Chris before the next meeting.</p> <p>Treasurer’s Report:</p> <p>The financial reports will be e-mailed this week. Jon Flam presented the donation information to the board for review. District-wide participation rate is 28%. We need to push the average donation amount up in order to reach our goals. We need to be mindful of overhead as it relates to the amount of donations coming in.</p> <p>District Report:</p> <p>Doug Perkins discussed the District’s efforts to get a grasp on the State budget situation. They would like to get the budget finalized sooner. He discussed an action item on the agenda that would create a citizen’s budget committee—this would involve getting community input.</p>

PTA Representative Report:

No report.

Audit Committee:

Polly Murphy stated the Audit Draft is ready for approval and they will be meeting to vote on the audit report.

Nominating Committee:

No new nominations. We are looking at conducting elections in March 2010.

Marketing/Communications:

Eileen Hoppen reported on the e-blast sent out today. Three local newspaper articles will be going out next week. The new year appeal letter was sent out the first two weeks of school. There will also be some follow up to Challenge Week. Eileen will also be working on an honor roll to thank donors.

Financial:

No report.

Corporate/Community Giving:

Erin Morgan reported that the subcommittee has been meeting and sent their preliminary ideas in the form of a fact sheet to the board via e-mail. Julie Bronstein was present to answer any questions and provide feedback on the plan. Corporate giving includes flyer, banner, website, e-blast and newspaper ad recognition components. There was some discussion on capturing amounts and levels of giving. It was determined that we should mirror the levels that are already indicated on the DMSEF pledge envelopes. Please contact your principal about hanging a thank you banner for corporations and let Chris know if your school will be participating.

Governance/Personnel:

No report.

Strategy:

No report.

	<p>Schedule Next Meeting Date, Time and Location: February 9, 2010 Sycamore Ridge School 7pm</p>
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Action/Issue Items:

Action/ Issue	Originator:	Assigned:	Date Started	Date Closed	Description	Status/Resolution